

Implant Seminars brings real-time a first-hand view of dental implant surgery in real time to an audience of 60 students in an auditorium thousands of miles away with LifeSize HD videoconferencing



28 April 2008. Implant Seminars was founded by distinguished oral and maxillofacial surgeon Dr. Arun K. Garg in 1989 to teach this exciting technique to fellow dental surgeons through extensive, hands-on training workshops across the U.S.

Travel was limiting the growth of Implant Seminars, a leading-edge provider of continuing education for dentists and oral surgeons based in Miami, Florida. Implant Seminars now uses LifeSize HD video to bring live implant operations to an audience of 60 students in an auditorium.

Implant Seminars' founder, oral surgeon Dr. Arun K. Garg, wanted to find a way to incorporate his dental implant surgery live from his clinic in Miami Beach to his training workshops held across the U.S.

Dr. Garg teaches his highly regarded techniques in placing and restoring dental implants to fellow dentists in a hands-on training environment. But while the academic instruction took place in a large meeting room, the most vital part of the training is observing the surgery first-hand. A typical oral surgery suite would limit effective training to only a few students at a time.

Now with LifeSize installed at Dr. Garg's clinic, Implant Seminars is able to bring surgery to life for 60 students at a time, seated in a comfortable auditorium watching the surgery live over video. A standard LifeSize camera allows students to view Dr. Garg, and a high-quality medical camera mounted over the dentist's chair gives students a close-up view of the surgical field.

"Giving a student literature and explaining the procedure by pictures and models is great," said Dr. Arun K. Garg. "But allowing an entire classroom to get a first-hand view of the surgery and ask questions as we go along is invaluable to their learning experience."

Now that Dr. Garg and his team can conduct their seminars over video, they plan to take LifeSize on the road with them and hold even more workshops in locations such as San Francisco, Chicago, Washington, Atlanta, New York, Dallas and Los Angeles. By eliminating the need to travel, they can train even more doctors.

Implant Seminars has seen tremendous growth after implementing LifeSize. A small investment in HD videoconferencing has made a major impact in the way they communicate and thus changed the way they do business.

"The value of being face-to-face with our employees, even though they are states away, is priceless," said Greg Baxter. "We actually enjoy using LifeSize so much, the only time we use our cell or desk phones is when we're away from the system!"

"Vanguard and Implant Seminars are excellent examples of companies that are now transforming the way they do business through video communications," said Craig Malloy, CEO of LifeSize. "More than one-third of our customers are new to video, and their success shows that when you spend less time traveling, you can spend more time growing your business."

To learn more about how Vanguard, Implant Seminars and other businesses that are using LifeSize to move their businesses forward, visit http://www.lifesize.com/solutions/case_studies and download a case study.